

Selection Committee Final Ranking – RFP for the Development, Operation and Lease of City-Owned Parcels within the Midway-Pacific Highway Community

Proposer	Responsiveness to RFP	Operating Plan	Professional Experience and Qualifications	Financial Capability	Community/ Public Service	Maximum Points	Oral Presentation	Total Points Awarded
	20	25	25	20	10	100	11	111
Brookfield +ASM Global	15.83	19.17	23.83	19.17	7	85	8.67	93.67
MSED	17.67	20.83	19.67	16.50	8.50	83.17	7.67	90.83

EVALUATION CRITERIA

Responsiveness to RFP, (Maximum 20 points): The extent to which a proposal clearly addresses the elements of this RFP, including: quality, attractiveness, and thoroughness of the proposal; responsiveness to the minimum requirements described in the RFP; quality and extent of the development and operations and understanding the needs, goals, and objectives of the City while providing the highest and best use of the Property.

Operating Plan, (Maximum 25 points): The extent to which a Proposer clearly addresses the Development/Operating Plan elements of this RFP, including, the quality and professionalism of the Proposer's Development/Operating Plan; responsiveness to the Development/Operating Plan minimum requirements described in the RFP, including the proposed operation of the Property; understanding the needs, goals, and objectives of the City while providing the highest and best use of the Property; and the overall attractiveness of the terms of the Proposer's Development/Operating Plan.

Professional Experience & Qualifications (Maximum 25 points): The extent to which a proposal demonstrates, among other things, the following: The Proposer's direct experience and qualifications in successfully managing an operation of the type contemplated in this RFP. The Proposer should include verification that his/her employees are well qualified to conduct the business contemplated in this RFP and should describe in detail the Proposer's ability to implement the components of the proposal. The Proposer should have at a minimum five (5) years' direct experience performing similar projects.

Financial Capability (Maximum 20 points). The extent to which a Proposer demonstrates, among other things, the following: the necessary financial capability and strength to successfully operate and restore the Property in accordance with the proposal and the Lease, including the possibility of obtaining bonding; ability to adequately staff the proposed operation on the Property; and possession of, or ability to obtain, additional financing to address unexpected or emergency circumstances at the Property.

Community/Public Service (Maximum 10 point). The Proposal will be evaluated based on the Proposer's overall ability to best serve the needs of the public by providing the most benefits which are accessible to all community members and the general public.

Oral Presentation/Interview (Maximum 11 points) The extent to which a Proposer demonstrates, among other things, the ability to communicate information that is concise, easy to understand and relevant to the goals of this solicitation.